

Transcript of Proceedings, 9/21/2007
Volume IX

Public Service Commission of Wisconsin
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BEFORE THE
PUBLIC SERVICE COMMISSION OF WISCONSIN

INVESTIGATION OF AREA CODE RELIEF)
FOR THE 715 AREA CODE IN NORTHERN) Docket No.
WISCONSIN) 5-TN-100
)

TRANSCRIPT OF PROCEEDINGS
VOLUME 9 (PUBLIC)

Reported By:

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A P P E A R A N C E S

NEUSTAR:

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MARIE KOERNER, 224 S. 2nd Street, Medford,
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JOAN WYWIALOWSKI, W7190 Dana Road, Phillips,
Wisconsin.

PATTI WENZE, PO Box 170, Phillips, Wisconsin.

BRIAN WILSON, Medford.

OF COMMISSION STAFF:

Kathy Bakke

Joyce Dingman

(FOR INDEX SEE BACK OF TRANSCRIPT.)

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1 (Proceedings, 1:00 p.m.)

2 MS. DINGMAN: Hi. Welcome to the 715 Area
3 Code hearing. We really do appreciate your coming
4 out to this. Getting public input is important.
5 We're pleased that we're here.

6 My name is Joyce Dingman, I'm on the
7 numbering team with the Commission, and the Public
8 Service Commission, which we'll just call the PSC
9 today.

10 I'd like to introduce a couple of other
11 folks. This is Kathy Bakke, she is the head of the
12 numbering team at the Commission. And Joe Cocke,
13 who isn't here, works for Neustar, which is the
14 North American Numbering Plan Administrator.
15 They're a neutral third party that administers all
16 of the numbering resources in North America. You
17 may hear us call his organization NANPA for North
18 America Numbering Plan Administrator. That's a lot
19 easier than trying to get all that out, you know.

20 We'll talk a little about what's going on
21 in the 715 Area Code and then ask for folks
22 questions and comments, but we've done a
23 presentation a number of times at hearings already
24 so I'm going to ask our court reporter to go off the
25 record for this piece of it so she doesn't have to

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1 type it up again and then, when it's time for
2 questions and comments, she'll go back on the
3 record.

4 You can go off. Thank you.

5 (Discussion held off the record.)

6 MS. DINGMAN: Before I ask for comments
7 from anybody, does anybody have questions about the
8 information? Yes, ma'am.

9 MS. WYWIALOWSKI: Joan Wywialowski,
10 Phillips. You said there's going to be announcement
11 that's going to come on, is it going to say that
12 this area code has been changed to this area code so
13 that the people know that that has been changed.

14 MR. COCKE: If it's a geographic split,
15 there will be a recorded announcement period, and
16 then after the permissive period, there's a recorded
17 announcement period, it's usually several months,
18 and that recording would state that the area code
19 that you have dialed has changed, the new area code
20 is this, please hang up and redial that area code.
21 That's what the recording says. It's not like a
22 referral service like --

23 MS. WYWIALOWSKI: No, right.

24 MR. COCKE: It tells you the whole 10
25 digit number has changed.

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1 MS. DINGMAN: Does anyone else have
2 questions before we take comments?

3 MS. KOERNER: Mary Koerner from Medford.
4 I just want to clarify something. You had mentioned
5 that the -- on the split, area A or the area B not
6 really knowing which side may get the new area code;
7 is that correct?

8 MS. DINGMAN: That's right.

9 MS. KOERNER: Okay.

10 MS. DINGMAN: That's one of the decisions
11 that the Commission would make, if it decides to do
12 the split, it will also decide which side keeps the
13 old area code and which side gets the new area code.

14 MS. BAKKE: And just to add something to
15 that, they would also be making a decision about the
16 boundary line, would they want to use one of the
17 alternatives that have been suggested by industry or
18 would they want to modify a boundary line. So the
19 Commission is not bound to one of the alternatives
20 that have been submitted by industry, they do have
21 the authority to make modifications to the boundary
22 line if they chose to do so.

23 MS. DINGMAN: Any other questions?

24 (No response.)

25 MS. DINGMAN: Okay. Then I'll ask for

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1 those who indicated they'd like to speak.

2 Joan Wywialowski.

3 MS. WYWIALOWSKI: Yes.

4 MS. DINGMAN: All right.

5 JOAN WYWIALOWSKI, PUBLIC WITNESS

6 DIRECT TESTIMONIAL STATEMENT

7 MS. WYWIALOWSKI: Well, I've talked to
8 several people about this, that, and including
9 people that I'm associated with in different
10 businesses and different things, and the overall
11 group had thought the overlay would be better
12 because the truckers said they'd have to repaint
13 their trucks, they'd have to do their signs out in
14 front of their business, that would have to be
15 changed. Their cards would have to be changed, any
16 brochures as they act as vendors for any other areas
17 of conventions or expos or whatever, that would all
18 have to be changed.

19 And they thought that it would be much
20 easier to do an overlay because these would be all
21 new people that would be getting telephone numbers
22 and it would not affect anybody with the current
23 number that they would be setting up their business
24 or whatever, and they felt that that would be the
25 way to go because it would be -- cost a lot of

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1 money, a lot of disruption, a lot of problems for
2 people that have this right now.

3 MS. DINGMAN: Thank you very much.

4 Is there anybody else who would like to
5 speak?

6 MS. WENZE: Patti Wenze, I'm from the Bee
7 in Phillips. Is there a timetable when the PSC will
8 be making a decision on this?

9 MS. DINGMAN: We don't have a set time.
10 We expect that it will happen some time in the
11 beginning of '08.

12 MS. WENZE: Okay.

13 MS. DINGMAN: And at that point they'll
14 make the decision on what relief they want and then
15 how long that permissive dialing period is and how
16 long the recorded announcement period is, all those
17 things. We want to give sufficient time for the
18 companies to be able to do what they need to do to
19 make this happen and also to do customer education
20 so that folks know well ahead of time what's
21 happening and when it's going to happen.

22 MS. BAKKE: And I think also one other
23 thing that I might have been helping Joe so you may
24 have already touched on it, and I'm not sure if you
25 did or not so forgive me if it's a repeat, but one

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1 of the things that the Commission did in May was to
2 petition the Federal Communication Commission and
3 ask for delegated authority to implement pooling
4 throughout more of the rate centers in the 715 Area
5 Code. And the Commission did receive that
6 authority, and actually this week on Monday the
7 Commission issued a notice of investigation on that
8 proceeding asking for comment from industry on their
9 concerns about implementing the mandatory pooling
10 and any issues that they would have as well as the
11 Commission is making their decision on this.

12 MS. WENZE: Could you explain exactly what
13 pooling does or how that helps?

14 MS. BAKKE: Sure. Joyce had made
15 reference to the fact that traditionally telephone
16 numbers have been assigned by prefix, meaning 10,000
17 numbers are assigned to a rate center. So even if
18 you have a very small community, 10,000 numbers are
19 tied up to that.

20 MS. WENZE: Okay.

21 MS. BAKKE: And as additional providers
22 come in, if you've got a local telephone company and
23 a wireless provider, each of them historically would
24 come in with a 10,000 number supply, and when the
25 Federal Communications Commission implemented

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1 pooling, what it did is it took that block of 10,000
2 numbers and it divided it into 10 blocks of 1,000
3 consecutive numbers. And so when there are numbers
4 available in the pool within each rate center, as a
5 new provider needs additional numbering resources or
6 their initial supply of numbering resources, they
7 can get it in blocks of 1,000 instead of blocks of
8 10,000.

9 And since pooling was implemented in the
10 715 Area Code on a very limited scale, it's given us
11 almost five years of additional life on the 715 Area
12 Code already, and the Commission very much wants to
13 explore the idea of effective number conservation in
14 the hopes that we can better utilize the resources
15 that exist and perhaps extend the life of the 715
16 Area Code but certainly on a going forward basis we
17 would expect that the lives would be benefitted in
18 each of the new areas by the mandatory pooling.

19 MS. WENZE: So if I understand you right,
20 then the prefix that I'm most familiar with is 339
21 up in the Phillips rate area.

22 MS. BAKKE: Uh-huh.

23 MS. WENZE: And so they would get a
24 thousand, and a cell phone company came in, they
25 could ask for another thousand of that same 339?

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1 MS. BAKKE: That's right, if there were
2 numbers in the pool, and I was going to say and
3 interestingly about 18 months ago we were first
4 contacted by a cellular provider that was in the
5 midst of really expanding into a lot of different
6 communities in the state and they had asked us as,
7 you know, an unbiased party to contact some of the
8 companies that did hold numbering resources to see
9 if they'd be willing to make voluntary donations to
10 the pool. And I have to say, we have been thrilled
11 by the cooperation from industry on a case by case
12 basis.

13 Jean, I hope you're not embarrassed by me
14 saying this, but TDS has been extraordinary in the
15 donations they've been willing to make to the pool
16 when we've asked. They've been extraordinarily
17 helpful to other providers that are willing to make
18 donations that don't know how to do it, and it's
19 that kind of cooperation that's really encouraged us
20 to think there may be really good participation in
21 this and we can help everyone in the state by
22 extending these lives of these area codes.

23 MR. WILSON: Brian Wilson, Star News in
24 Medford. The question I have is the projected lives
25 on that overlay, is that based on without the

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1 pooling or with the pooling because it was a
2 ridiculously long period. When you did the pooling,
3 was that a small number? How accurate are those
4 projected lines?

5 MR. COCKE: I can kind of address that.
6 The projections are submitted to the industry or by
7 the industry, NANPA, twice a year. So we get a
8 semiannual projection based on their needs and
9 they -- those that are pooling, they submit their
10 projections at the block basis, at the block level.
11 So there's also service providers that may need full
12 codes if they're not pooling or there's a new
13 service provider coming in and they decide that they
14 want to take a full code for whatever reason.

15 So these projections are based on
16 individual service providers throughout the whole
17 area code, and then those that are pooling submit a
18 forecast according to their pooling needs at the
19 block level and so we aggregate, we roll up all the
20 projections at the -- from the block level up to a
21 full code level and then that's where we -- we apply
22 that toward the remaining number of codes that are
23 left and determine whether or not -- how many years
24 it will last.

25 Now with a brand new area code we have 792

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1 codes that could be applied, and so the projections
2 of course, if pooling gets expanded, these numbers
3 would be pushed out further. I'm trying to see, I
4 have -- I have some little notes here that right now
5 there's, you know, out of -- Joyce mentioned that
6 there's approximately I think 25 rate areas that
7 have mandatory pooling. 12 of those really only had
8 one single service provider. So if you only have
9 one service provider in a rate area and they're
10 pooling, who are they going to help, you know. It's
11 not really assisting.

12 Now the rest of the area code, because
13 it's so rural, it had to do with the metropolitan
14 statistical areas that the FCC was looking at. So
15 they identified those rate areas that were heavily
16 populated, they would target them for mandatory
17 pooling initially. With the remaining rate areas,
18 they were optional for service providers to pool.
19 So there was 20 -- 228 rate areas remaining that are
20 optional, and my last check there was 95 of them
21 that had blocks available for assignment meaning
22 there is pooling taking place in 95 of the other
23 rate areas, not counting the original 25.

24 So we've got 120 rate areas out of the
25 whole 253 that are already doing some form of

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1 pooling. So as the pooling gets expanded with
2 mandatory pooling authority that the PSC has,
3 there's a good chance that the life projections, not
4 only the current projection of exhaust may get
5 pushed out but also these forecasts lives would get
6 pushed out once we -- once we see the impacts of
7 additional pooling. So it gets kind of complicated
8 here.

9 MS. BAKKE: And I think it's important to
10 note, because the forecasts are done twice a year,
11 it may be six months. Once a decision is made on
12 mandatory pooling, it may be six months to a year
13 before we really see how much impact pooling may or
14 may not have on the life of the area code, and
15 that's why right now we really need to move forward
16 on parallel tracks. The Commission is certainly
17 investigating issues of number conservation, but at
18 the same time we need to move forward and
19 investigate relief alternatives so that, if the
20 number conservation aspect doesn't give us the time
21 that we hope it will, we still have adequate time to
22 implement relief and to make sure that an available
23 supply of the numbers remains in the 715 Area Code.

24 MS. WENZE: I have one more question then.
25 I guess this would go to Mr. Cocke. I am familiar

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1 that there's been overlays done in very large
2 metropolitan areas, New York, Chicago, places like
3 that. What is the incidence of doing an overlay in
4 a rural area such as the 715? Has it been done in
5 any other parts of the country?

6 MR. COCKE: Probably the most -- the most
7 rural area codes that I can think of where there's
8 been an overlay would be Illinois is introducing
9 several overlays. The 815 is getting -- has just
10 recently gotten an overlay, 217 is slated to get an
11 overlay, 630 is just getting an overlay, and so they
12 have about six or seven overlays all staged ready to
13 be implemented as soon as they reach the trigger
14 that the commission has set.

15 The -- the incidence of overlays is really
16 in a state by state choice. You know, many
17 commissions, they take an extremely proactive view
18 of getting the public input before they make a
19 decision, and this commission has done an
20 outstanding job of asking for the public input on
21 what we really want, how's it going to impact you,
22 and these public meetings have generated a lot of
23 response. We may not have gotten one-on-one
24 attendance here, but it's generated a lot of news
25 media, which has generated response to the Internet

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1 comment process.

2 The individual states have a choice to do
3 an overlay, and some states are continuing choosing
4 a split. We had a concentrated overlay in Oregon,
5 the 503, and it was mostly around Portland, and they
6 expanded it out to the coastal areas because we were
7 running out of prefixes. Denver is an overlay.
8 Just yesterday the California commission ordered an
9 overlay for Orange County, which is more metro, it's
10 where Disneyland is, you know.

11 So there's -- there is -- there has been a
12 trend of more and more overlays, but still splits
13 are being considered. New Mexico is a single area
14 code state, they have chosen to do a split.
15 Kentucky, 270, they chose to do a split so we have a
16 split there.

17 So it varies from state by state, but
18 there's -- there's, as you mentioned, there's
19 economic impact to businesses, and what is the risk
20 of business impact is to keep your seven digit
21 dialing and you risk changing your number if you
22 don't know which side of the split lines are going
23 to change. So there's -- it all depends on what
24 everybody wants.

25 MS. BAKKE: And to just elaborate a little

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1 bit on that. Joe had shared some statistics with us
2 prior to the start of these hearings, and from 2001
3 to 2007 there were 49 new area codes implemented
4 across the country, and of those 49 new area codes,
5 45 percent of the decisions were for geographic
6 splits and 55 percent of the decisions were for
7 overlays. So it kind of gives you a sense across
8 the country it's really kind of half and half with
9 what the decisions have been recently.

10 MS. WENZE: Thank you.

11 MR. VANDEN HEUVEL: I'm Steve Vanden
12 Heuvel with TDS, and I guess my question is really
13 hypothetical in nature because it's not -- it's not
14 real life because, based upon the FCC precluding
15 assigning of a different area code to other entities
16 such as cell companies, had they not done that,
17 would the industry be dealing with area code relief
18 today?

19 MR. COCKE: That's kind of hard to say
20 because of local number portability where you can
21 port a wire line to a wireless, and if you are doing
22 that, you wouldn't be able to port your numbers from
23 one area code to another. You have to specifically
24 change your 10 digit number if you wanted to get a
25 wire line or wireless service.

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1 The way it is right now with local number
2 portability and with numbered pooling, thousand
3 block pooling, all of your prefixes are used
4 multiuse, multiple type users, whether they're wire
5 line or wireless, and so you can't segregate the
6 wireless from the wired line numbers because, you
7 know, they're all mixed. And even if you got an
8 order for, okay, everybody that has wireless, you'd
9 have to change your number to another area code,
10 then what is to prevent people from doing the same
11 porting again from their wire line -- from their
12 wireless back to a wire line.

13 So there's no easy way of managing or
14 administrating it, but that's kind of a curious
15 question because back in, let's see when it was, it
16 was when pooling was just beginning and there was an
17 Ameritech case outside of Chicago where there was a
18 desire of doing area code relief and taking back the
19 wireless codes and giving them a separate area code,
20 and the FCC ruled that you cannot discriminate
21 according to industry segment as a type of service.
22 So they looked upon that as a discriminatory action
23 so that's probably one of the reasons why they ruled
24 against it back then.

25 MR. VANDEN HEUVEL: Thank you. That's

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1 interesting.

2 MR. COCKE: So it's hard to say. With all
3 the new services, it's not just wireless, but Voice
4 Over IP and the competitive local exchange carriers,
5 I'm sure we'd still be doing area code relief.

6 MS. DINGMAN: Any other comments or
7 questions.

8 (No response.)

9 MS. DINGMAN: Nope, okay. I'd like to
10 remind you if you hadn't filled out one of these
11 little half sheets, please do before you leave so
12 our court reporter has your name and we know that
13 you were here. And to remind you about the comment
14 sheets in the back where you can write up comments
15 this afternoon if you want to and give them to us,
16 or it will also tell you otherwise that you can
17 submit comments to the Commission.

18 Other than that, we'd like to really thank
19 you for coming out to this public hearing. We
20 really appreciate your interest in this. Thank you
21 very much.

22 (The hearing concluded at 1:50 p.m.)

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1 STATE OF WISCONSIN)

2 MILWAUKEE COUNTY)

3

4 I, JENNIFER M. STEIDTMANN, RPR, CRR, Registered
5 Professional Reporter, Certified Realtime Reporter, with
6 the firm of Gramann Reporting, 710 North Plankinton
7 Avenue, Suite 710, Milwaukee, Wisconsin, do hereby certify
8 that I reported the foregoing proceedings had on
9 September 21, 2007, and that the same is true and correct
10 in accordance with my original machine shorthand notes
11 taken at said time and place.

12

13

14 _____
Jennifer M. Steidtmann

15 Registered Professional Reporter

16 Certified Realtime Reporter

17

18 Dated this 26th day of September, 2007.

19 Milwaukee, Wisconsin.

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	NONE		